

Rep Order# 9795154 Ver# 1 Status New  
EC'd No

Traffic Order#

Printed: 08/21/2012 8:43 AM  
Last Received: 08/20/2012 9:39 PM  
Showing Buylines: All Lines

1 of 5

Station WKRC-TV CINCINNATI, OH  
Advertiser ( ) POLITICAL  
Product OBAMA 4 AMERICA \*A  
Estimate# 1536  
Buyer Meredith Kaufman  
Phone#  
Fax#

50880  
Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1536  
Flight Dates 09/25/2012 - 10/01/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) ALEXANDRA BRADLEY  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW ORDER. PLS CHCK AND CNF. T&R

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F,M	5A-530A	GOOD MORNING CINCY @ 5A	:30	\$110.00	09/25-10/01	3	1	3	\$330.00	
	2	TU-F,M	530A-6A	GOOD MORNING CINCY	:30	\$110.00	09/25-10/01	2	1	2	\$220.00	
	3	TU-F,M	6A-630A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	3	1	3	\$600.00	
	4	TU-F,M	630A-7A	GOOD MORNING CINCY	:30	\$200.00	09/25-10/01	2	1	2	\$400.00	
	5	TU-F,M	7A-730A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3	1	3	\$300.00	
	6	TU-F,M	730A-8A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	
	7	TU-F,M	8A-830A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	3	1	3	\$300.00	
	8	TU-F,M	830A-9A	THE EARLY SHOW	:30	\$100.00	09/25-10/01	2	1	2	\$200.00	
	9	TU-TH,M	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/25-10/01	3	1	3	\$75.00	
	10	SA	630A-7A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1	1	1	\$90.00	
	11	SA	730A-8A	12 NEWS SATURDAY	:30	\$90.00	09/29-09/29	1	1	1	\$90.00	

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Salesperson ( ) ALEXANDRA BRADLEY

Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	12	SA	830A-9A	SATURDAY EARLY SHOW	:30	\$120.00	09/29-09/29	1	1	1	\$120.00	
	13	SU	430A-5A	GOOD MORNING CINCY @ 430A	:30	\$25.00	09/30-09/30	1	1	1	\$25.00	
	14	TU-F,M	9A-10A	THE DOCTORS	:30	\$100.00	09/25-10/01	4	1	4	\$400.00	
	15	TU-F,M	10A-11A	ANDERSON	:30	\$100.00	09/25-10/01	4	1	4	\$400.00	
	16	TU-F,M	11A-12P	PRICE IS RIGHT	:30	\$150.00	09/25-10/01	4	1	4	\$600.00	
	17	TU-F,M	12P-1230P	12 NEWS AT NOON	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	18	TU-F,M	1230P-130P	THE YOUNG AND RESTLESS	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	19	TU-F,M	130P-2P	BOLD AND BEAUTIFUL	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	20	TU-F,M	2P-3P	THE TALK	:30	\$150.00	09/25-10/01	4	1	4	\$600.00	
	21	SA	930A-10A	SATURDAY EARLY SHOW	:30	\$120.00	09/29-09/29	1	1	1	\$120.00	
	22	SU	9A-930A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	23	SU	930A-10A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	24	SU	10A-1030A	CBS SUNDAY MORNING	:30	\$140.00	09/30-09/30	1	1	1	\$140.00	
	25	SU	1030A-11A	FACE THE NATION	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
	26	SU	11A-1130A	NEWSMAKERS	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	27	TU-F,M	3P-4P	LET'S MAKE A DEAL	:30	\$125.00	09/25-10/01	5	1	5	\$625.00	

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Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	28	TU-F,M	4P-430P	12 NEWS FIRST	:30	\$180.00	09/25-10/01	5	1	5	\$900.00	
	29	TU-F,M	430P-5P	12 NEWS FIRST	:30	\$180.00	09/25-10/01	5	1	5	\$900.00	
	30	TU-F,M	5P-530P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	31	TU-F,M	530P-6P	12 LOCAL NEWS	:30	\$200.00	09/25-10/01	5	1	5	\$1,000.00	
	32	TU-F,M	6P-630P	12 NEWS AT 6P	:30	\$300.00	09/25-10/01	5	1	5	\$1,500.00	
	33	SA	6P-630P	12 NEWS	:30	\$150.00	09/29-09/29	1	1	1	\$150.00	
	34	SU	630P-7P	LOCAL 12 NEWS	:30	\$250.00	09/30-09/30	1	1	1	\$250.00	
	35	TU-F,M	7P-730P	INSIDE EDITION	:30	\$250.00	09/25-10/01	5	1	5	\$1,250.00	
	36	TU-F,M	727P-8P	ENT. TONITE	:30	\$250.00	09/25-10/01	5	1	5	\$1,250.00	
	37	SA	657P-757P	ENTERTAINMENT THIS WEEK	:30	\$200.00	09/29-09/29	1	1	1	\$200.00	
	40	TU	8P-9P	NCIS	:30	\$1,500.00	09/25-09/25	1	1	1	\$1,500.00	
	44	TU	10P-11P	VEGAS	:30	\$1,200.00	09/25-09/25	1	1	1	\$1,200.00	
	46	W	8P-9P	SURVIVOR	:30	\$2,000.00	09/26-09/26	1	1	1	\$2,000.00	
	50	TH	10P-11P	ELEMENTARY	:30	\$1,200.00	09/27-09/27	1	1	1	\$1,200.00	
	53	F	10P-11P	BLUE BLOOD-CBS	:30	\$1,400.00	09/28-09/28	1	1	1	\$1,400.00	
	55	SU	7P-8P	60 MINUTES	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	56	SU	9P-10P	THE GOOD WIFE	:30	\$1,800.00	09/30-09/30	1	1	1	\$1,800.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	58	TU-F,M	11P-1135P	12 NEWS AT 11P	:30	\$550.00	09/25-10/01	5	1	5	\$2,750.00	
	59	SA	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/29-09/29	1	1	1	\$550.00	
	60	SU	11P-1135P	12 NEWS @ 11P	:30	\$550.00	09/30-09/30	1	1	1	\$550.00	
	61	TU-F,M	1135P-1235A	DAVID LETTERMAN	:30	\$150.00	09/25-10/01	5	1	5	\$750.00	
	62	SA	1135P-1205A	DAVID LETTERMAN	:30	\$150.00	09/29-09/29	5	1	5	\$750.00	
	63	SA	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/29-09/29	1	1	1	\$60.00	
	64	SU	1135P-1205A	SPORTS AUTHORITY	:30	\$100.00	09/30-09/30	1	1	1	\$100.00	
	65	SU	1205A-105A	CRIMINAL MINDS	:30	\$60.00	09/30-09/30	1	1	1	\$60.00	
	68	SA	12P-7P	SEC FOOTBALL	:30	\$350.00	09/29-09/29	1	1	1	\$350.00	
	69	SU	12P-1P	NFL TODAY	:30	\$800.00	09/30-09/30	1	1	1	\$800.00	
	74	SU	4P-7P	BENGALS VS JAGS	:30	\$6,500.00	09/30-09/30	1	1	1	\$6,500.00	

---REPORT TOTALS---

Report Totals: 137 / \$40,135.00

---SALES MONTHLY TOTALS---

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Sep 12: 115 / \$36,265.00 Oct 12: 22 / \$3,870.00

Sales Totals: 137 / \$40,135.00

Station Totals: 137 / \$40,135.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$154,365	CABL 0%	EKRC 1%	UNKN 0%	WBQC 0%	WCPO 26%
		WKRC 26%	WLWT 35%	WSTR 2%	WXIX 10%	

Books null  
Demos RA35+





Order / Rev: 50880  
Alt Order #: 09795154  
Flight Dates: 09/25/12 - 10/01/12

Advertiser: Obama/D/President  
Product Desc: OBAMA 4 AMERICA \*A  
Estimate: 1536 \*a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	WKRC	09/25/12	10/01/12	M-F 10a-11a M-F 10a-11a	CM	10:00 AM-11:00 AM MTWTF--	:30	4	\$100.00	P-4	0.00	NM	4	\$400.00
Anderson														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$100.00	0.00								
E 16	WKRC	09/25/12	10/01/12	The Price is Right The Price is Right	CM	11:00 AM-12:00 PM MTWTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$150.00	0.00								
E 17	WKRC	09/25/12	10/01/12	Local 12 News at Noon Local 12 News at Noon	CM	12:00 PM-12:30 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
12 NEWS AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 18	WKRC	09/25/12	10/01/12	Young & the Restless Young & the Restless	CM	12:30 PM-1:30 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
THE YOUNG AND RESTLESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 19	WKRC	09/25/12	10/01/12	Bold & the Beautiful Bold & the Beautiful	CM	1:30 PM-2:00 PM MTWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
BOLD AND BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	5	\$150.00	0.00								
E 20	WKRC	09/25/12	10/01/12	The Talk The Talk	CM	2:00 PM-3:00 PM MTWTF--	:30	4	\$150.00	P-4	0.00	NM	4	\$600.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/25/12		10/01/12	MTWTF--	4	\$150.00	0.00								
E 21	WKRC	09/29/12	09/29/12	CBS This Morning Saturday Saturday Early Show	CM	9:30 AM-10:00 AM-----S- (9:30 AM-10:00 AM)	:30	1	\$120.00	P-4	0.00	NM	1	\$120.00
SATURDAY EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S-	1	\$120.00	0.00								
E 22	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	9:00 AM-9:30 AM-----S (9:00 AM-9:30 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 23	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	9:30 AM-10:00 AM-----S (9:30 AM-10:00 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 24	WKRC	09/30/12	09/30/12	CBS Sun Morning CBS Sun Morn News	CM	10:00 AM-10:30 AM-----S (10:00 AM-10:30 AM)	:30	1	\$140.00	P-4	0.00	NM	1	\$140.00
CBS SUNDAY MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$140.00	0.00								
E 25	WKRC	09/30/12	09/30/12	Face the Nation Face the Nation	CM	10:30 AM-11:00 AM-----S	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00
FACE THE NATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$150.00	0.00								
E 26	WKRC	09/30/12	09/30/12	Newsmakers Newsmakers	CM	11:00 AM-11:30 AM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00
NEWSMAKERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	-----S	1	\$100.00	0.00								
E 27	WKRC	09/25/12	10/01/12		CM	3:00 PM-4:00 PM MTWTF--	:30	5	\$125.00	P-4	0.00	NM	5	\$625.00



Order / Rev: 50880 Advertiser: Obama/D/President

Alt Order #: 09795154 Product Desc: OBAMA 4 AMERICA \*A

Local 12 WKRC-TV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1536 \*a

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Let's Make a Deal  
Let's Make a Deal

LET'S MAKE A DEAL

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$125.00	Rating	0.00					
E 28 WKRC	09/25/12	10/01/12	4p Local 12 News at Four	CM	4:00 PM-4:30 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00

12 NEWS FIRST  
4p Local 12 News at Four

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$180.00	Rating	0.00					
E 29 WKRC	09/25/12	10/01/12	4p Local 12 News at Four	CM	4:30 PM-5:00 PM	MTWTF--	:30	5	\$180.00	P-4	0.00	NM	5	\$900.00

12 NEWS FIRST  
4p Local 12 News at Four

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$180.00	Rating	0.00					
E 30 WKRC	09/25/12	10/01/12	5p Local 12 News at Five	CM	5:00 PM-5:30 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00

12 LOCAL NEWS  
5p Local 12 News at Five

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$200.00	Rating	0.00					
E 31 WKRC	09/25/12	10/01/12	5p Local 12 News at Five	CM	5:30 PM-6:00 PM	MTWTF--	:30	5	\$200.00	P-4	0.00	NM	5	\$1,000.00

12 LOCAL NEWS  
5p Local 12 News at Five

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$200.00	Rating	0.00					
E 32 WKRC	09/25/12	10/01/12	6p Local 12 News at Six	CM	6:00 PM-6:30 PM	MTWTF--	:30	5	\$300.00	P-4	0.00	NM	5	\$1,500.00

12 NEWS AT 6P  
6p Local 12 News at Six

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$300.00	Rating	0.00					
E 33 WKRC	09/25/12	10/01/12	6pm Local 12 News Sat	CM	6:00 PM-6:30 PM	-----S-	:30	1	\$150.00	P-4	0.00	NM	1	\$150.00

12 NEWS  
6pm Local 12 News Sat

Week: 09/24/12	09/30/12	Weekdays	-----S-	Spots/Week	1	Rate	\$150.00	Rating	0.00					
E 34 WKRC	09/30/12	09/30/12	630p Local 12 News Sun	CM	6:30 PM-7:00 PM	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00

LOCAL 12 NEWS  
630p Local 12 News Sun

Week: 09/24/12	09/30/12	Weekdays	-----S	Spots/Week	1	Rate	\$250.00	Rating	0.00					
E 35 WKRC	09/25/12	10/01/12	M-F 7p-730p	CM	7:00 PM-7:30 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00

INSIDE EDITION  
M-F 7p-730p

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$250.00	Rating	0.00					
E 36 WKRC	09/25/12	10/01/12	M-F 730p-8p	CM	7:27 PM-8:00 PM	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00

ENT. TONITE  
M-F 730p-8p

Week: 09/25/12	10/01/12	Weekdays	MTWTF--	Spots/Week	5	Rate	\$250.00	Rating	0.00					
E 37 WKRC	09/25/12	10/01/12	Sa Prime Access Rotat	CM	6:57 PM-7:57 PM	-----S-	:30	1	\$200.00	P-4	0.00	NM	1	\$200.00

ENTERTAINMENT THIS WEEK  
Sa Prime Access

Week: 09/24/12	09/30/12	Weekdays	-----S	Spots/Week	1	Rate	\$200.00	Rating	0.00					
E 38 WKRC	09/25/12	09/25/12	Tue Reg 1	CM	8:00 PM-9:00 PM	-T-----	:30	1	\$1,500.00	P-4	0.00	NM	1	\$1,500.00

NCIS  
Tue Reg 1

Week: 09/24/12	09/30/12	Weekdays	-T-----	Spots/Week	1	Rate	\$1,500.00	Rating	0.00					
E 39 WKRC	09/25/12	09/25/12	10:00 PM-11:00 PM	CM	10:00 PM-11:00 PM	-T-----	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00

Order / Rev:	50880	Advertiser:	Obama/D/President
Alt Order #:	09795154	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/25/12 - 10/01/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
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Vegas														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-T-----	1	\$1,200.00	0.00							
E 40	WKRC	09/26/12	09/26/12	Wed Reg 1	CM	8:00 PM-9:00 PM --W----	:30	1	\$2,000.00	P-4	0.00	NM	1	\$2,000.00
Survivor														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	--W----	1	\$2,000.00	0.00							
E 41	WKRC	09/27/12	09/27/12	Thu Reg 3	CM	10:00 PM-11:00 PM--T---	:30	1	\$1,200.00	P-4	0.00	NM	1	\$1,200.00
Elementary														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	---T---	1	\$1,200.00	0.00							
E 42	WKRC	09/28/12	09/28/12	Fri Reg 3	CM	10:00 PM-11:00 PM--F--	:30	1	\$1,400.00	P-4	0.00	NM	1	\$1,400.00
BLUE BLOOD-CBS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	----F--	1	\$1,400.00	0.00							
E 43	WKRC	09/30/12	09/30/12	Sun Reg 1	CM	7:00 PM-8:00 PM-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
60 MINUTES														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S	1	\$800.00	0.00							
E 44	WKRC	09/30/12	09/30/12	Sun Reg 3	CM	9:00 PM-10:00 PM-----S	:30	1	\$1,800.00	P-4	0.00	NM	1	\$1,800.00
The Good Wife														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S	1	\$1,800.00	0.00							
E 45	WKRC	09/25/12	10/01/12	11p M-F Local 12 News	CM	11:00 PM-11:35 PM-TWTF--	:30	5	\$550.00	P-4	0.00	NM	5	\$2,750.00
12 NEWS AT 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/25/12	10/01/12	MTWTF--	5	\$550.00	0.00							
E 46	WKRC	09/29/12	09/29/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S-	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S-	1	\$550.00	0.00							
E 47	WKRC	09/30/12	09/30/12	11p M-Su Local 12 News	CM	11:00 PM-11:35 PM-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00
12 NEWS @ 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S	1	\$550.00	0.00							
E 48	WKRC	09/25/12	10/01/12	Letterman	CM	11:35 PM-12:35 XM-TWTF--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
DAVID LETTERMAN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/25/12	10/01/12	MTWTF--	5	\$150.00	0.00							
E 49	WKRC	09/29/12	09/29/12	Sat Late Fringe Rotator	CM	11:35 PM-12:05 XM-----S-	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
David Letterman														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S-	5	\$150.00	0.00							
E 50	WKRC	09/29/12	09/29/12	Sat 1205a-105a	CM	12:05 AM-1:05 AM-----S-	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
CRIMINAL MINDS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 09/24/12	09/30/12	-----S-	1	\$60.00	0.00							
E 51	WKRC	09/30/12	09/30/12	11:35 PM-12:05 XM-----S	CM	11:35 PM-12:05 XM-----S	:30	1	\$100.00	P-4	0.00	NM	1	\$100.00

Order / Rev:	50880	Advertiser:	Obama/D/President
Alt Order #:	09795154	Product Desc:	OBAMA 4 AMERICA *A
Flight Dates:	09/25/12 - 10/01/12	Estimate:	1536 *a

Local 12 WKRC-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SPORTS AUTHORITY														
				Sun 1135p-1205a										
				Sun 1135p-1205a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$100.00	0.00							
E 52	WKRC	09/30/12	09/30/12	Sun 1205a-105a	CM	12:05 AM-1:05 AM-----S	:30	1	\$60.00	P-4	0.00	NM	1	\$60.00
CRIMINAL MINDS														
				Sun 1205a-105a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$60.00	0.00							
E 53	WKRC	09/29/12	09/29/12	SEC Football	CM	12:00 PM-7:00 PM-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
SEC football														
				SEC Football										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	09/30/12	-----S-	1	\$350.00	0.00							
E 54	WKRC	09/30/12	09/30/12	NFL Today	CM	12:00 PM-1:00 PM-----S	:30	1	\$800.00	P-4	0.00	NM	1	\$800.00
NFL TODAY														
				NFL Today										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$800.00	0.00							
E 55	WKRC	09/30/12	09/30/12	Bengals vs Jacksonville	CM	4:00 PM-7:00 PM-----S	:30	1	\$6,500.00	P-4	0.00	NM	1	\$6,500.00
BENGALS VS JAGS														
				Bengals vs Jcksville 9/23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
Week: 09/24/12		09/30/12	09/30/12	-----S	1	\$6,500.00	0.00							
													Totals	137 \$40,135.00